Produce For Better Health Foundation Elizabeth Pivonka, Ph.D., R.D., President June 28, 2006

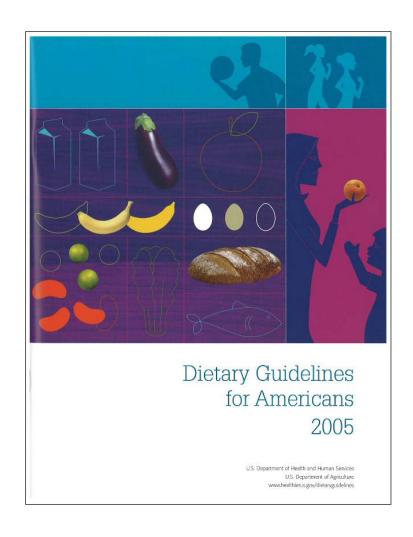
PBH Initiatives







new approach needed







"roadmap" for action



National Action Plan

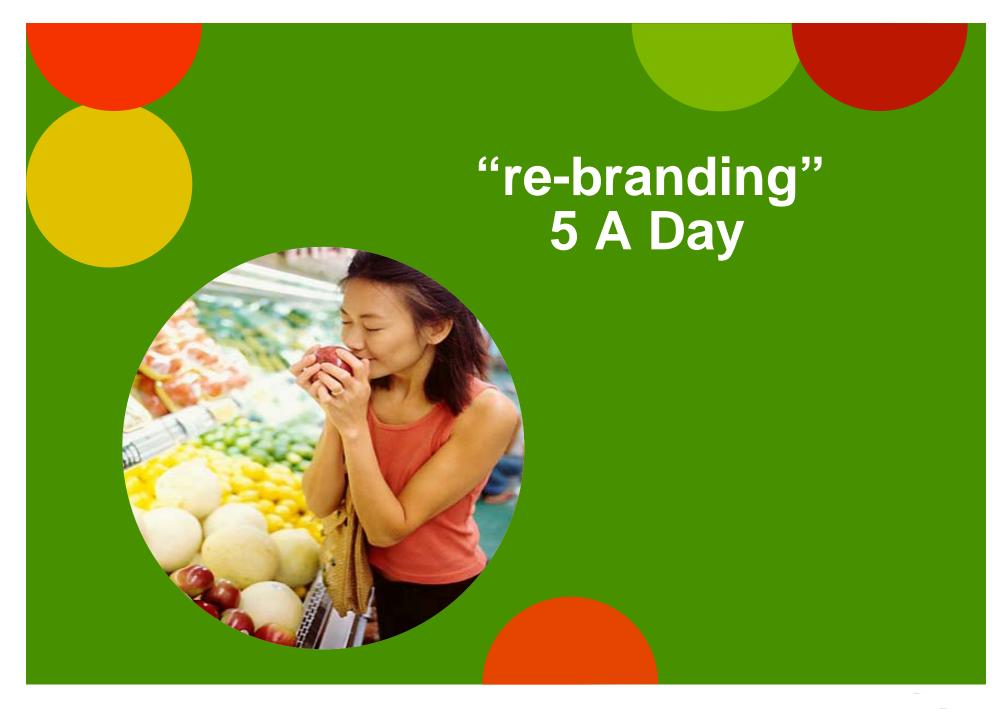
To Promote Health Through Increased Fruit and Vegetable Consumption





objectives

- 1 Change Americans' <u>attitudes and habits</u> so that they include fruits and vegetables at every eating occasion
- 2 Increase the <u>accessibility and desirability</u> of fruits and vegetables
- 3 Offer practical strategies to help increase individuals' ability to obtain and prepare meals and snacks rich in fruits and vegetables







our sources of inspiration

interviews with 20 Partner opinion leaders assessment of culture-shapers and analogs an extensive consumer research program

- 27 consumers in 11 ethnographies
 - a cross-section of moms, families and tweens
 - in Chicago, Edison(NJ) and Sacramento
 - to understand the role of F/V in the day to day lives of families
- 48 consumers in 6 focus groups
 - with a cross-section of moms
 - In Baltimore, Dallas and San Francisco
 - to understand how they relate to various different positioning directions
- 24 consumers in 4 focus groups
 - with moms and dads
 - in Baltimore
 - to get initial reactions to the brand identity options
- 1033 consumers in an online quantitative survey
 - mom and dad food shoppers
 - nationally representative sample
 - to get broader reaction to brand positioning and identity





a few key headlines

- of their diet but money, time (and taste) pressures overwhelm them... and hence the flight to fast food
- 2 moms represent the key to our future success they represent our best hope for changing behavior and increasing consumption
- our brand is "fruits and vegetables" let's not mix it up with 5 A Day, which is not a brand but a good marketing campaign
- 4 most consumers believe that "over time" they are eating enough fruits and vegetables the challenge is to convince them all to eat more and that requires a subtle but significant mindset shift





a few key headlines

- 5 there's so much more to fruits and vegetables other than fresh they're called frozen, canned, juice and dried and all forms need to be celebrated for the brand to succeed
- 6 specific daily targets for fruits and vegetables are not motivating for the population generally and in fact can be quite alienating—future success requires that everyone (and not just a select few) feels connected to, and motivated by, this new brand initiative
- 7 changing consumer behavior to the degree that is necessary will require a pragmatism in approach, a collaboration in action and a consistency in implementation tall orders for any organization

developing a new brand positioning





four potential positioning directions

emotional

serve up the passion

the great variety of F/Vs allows moms to serve more interesting, healthier meals and snacks thrive

helping families thrive by nourishing them from the inside out

preventative -

appetite for life

helping families stay healthier through diseasefighting diets primed to perform

helping families perform at their peak, day-in, day-out

rational

pre-emptive



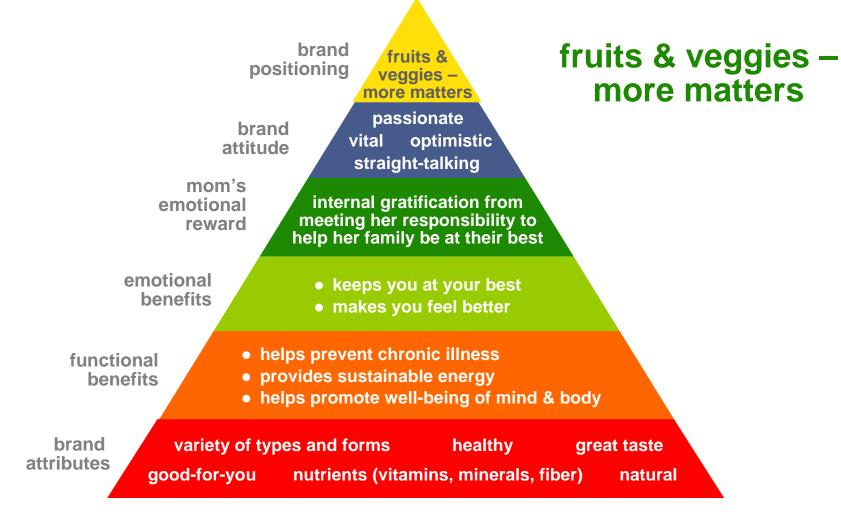
mom's internal gratification from meeting her responsibility to help her family be at their best







the new brand pyramid



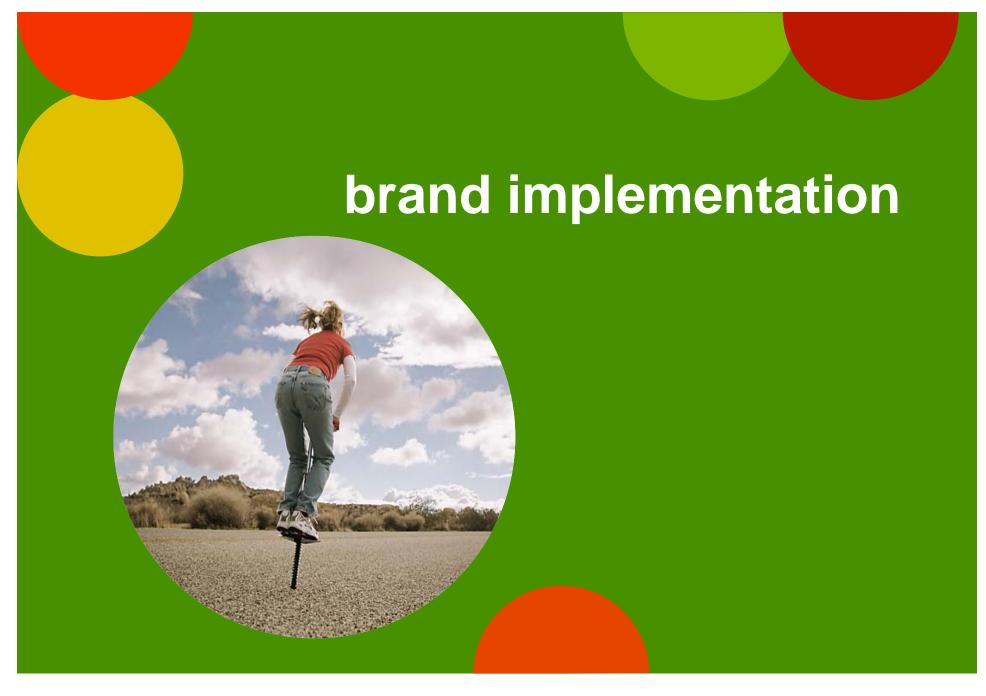






the new identity!









timeline

Spring 2006: brand shared with industry & state coordinators

May 2006: limited license agreement sent to industry needing long-

lead on packaging

Spring/summer: CDC and PBH working on MOU, guidebook

October 2006: complete licensing agreement and guidebook shared with

industry and states

March 2007: consumer launch of the new brand







To have people enthusiastically eat an abundant daily variety of fruits and vegetables, therefore enjoying better health.



PBH Priority Areas





I. Comprehensive marketing and communications





Retailers







Suppliers





Media







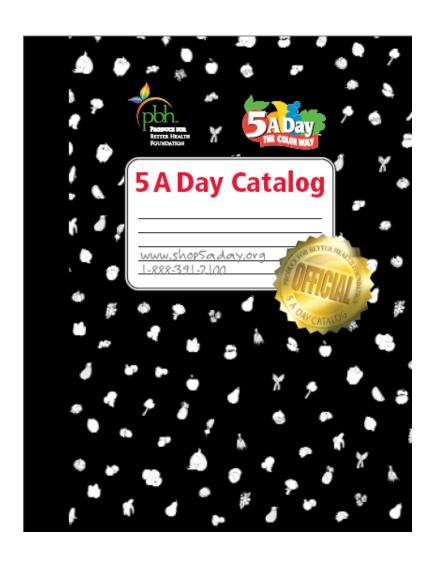
Health Departments





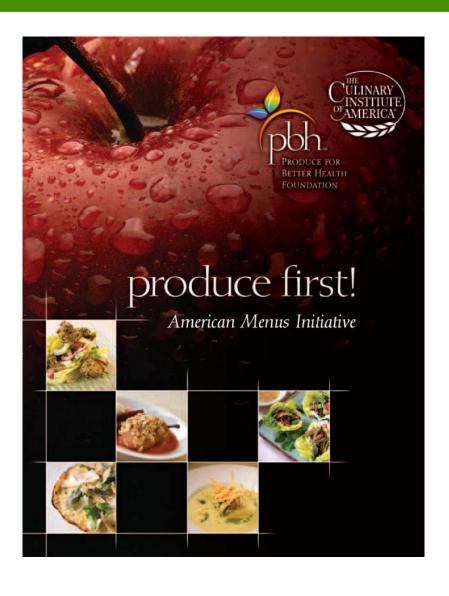


Educators & Health Professionals





Menu Developers



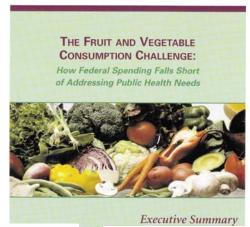


II. Be a "go to source" for upto-the-minute, reliable, science-based information

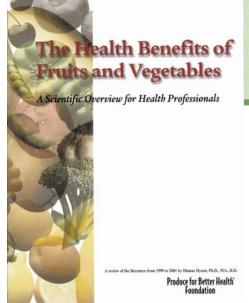


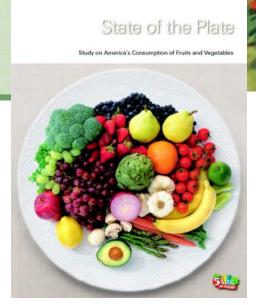
Research

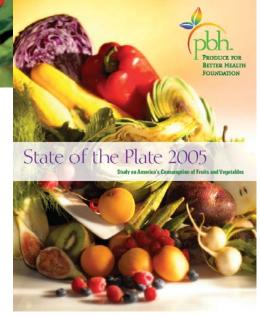














Consumer Web-site





III. Increase funding sources through leveraging both private and public resources



Partnerships





National Action Plan

TO Promote Health Through Increase Fruit and Vegetable Consumption

Industry

State Health Departments















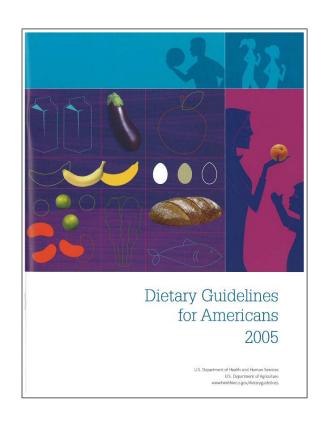








- USDA child nutrition programs
 - WIC
 - Fresh F/V Program
 - School Lunch
- CDC's division of nutrition and physical activity
- Specialty Crop Block Grants
- 2007 Farm Bill
 - Fresh F/V Program
 - Domestic Marketing Program





Funding for PBH



Contributions, Sponsorships

Sales

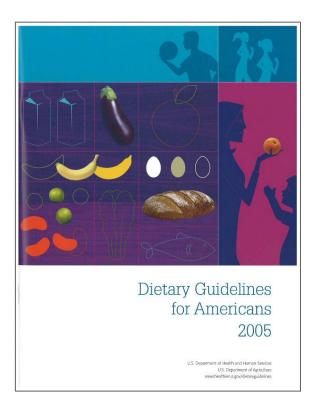
Grants

Specialty Crop Block Grants (2002-2005)

Earmarked Appropriations



- Nutrition assistance programs
 - WIC
 - Fresh F/V Program expansion
 - School Lunch/Breakfast
 - DOD Fresh & Commodity Purchases
 - Food Stamp Nutrition Education
- Specialty Crop Block Grants
- 2007 Farm Bill
 - Fresh F/V Program
 - Domestic Marketing Program





Produce for Better Health Foundation



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